



GREATER DENVER SOFT COATED WHEATEN TERRIER CLUB, INC.

Letter from the President, February 2017

Hello Club Members

I wanted to send this letter to update you on the many things your club is involved with as we move forward through the year. The new Board took office in October, 2016. Included are some new board members and changes in some officer positions. The current Board Includes;

- Robert Bergman; President
- Sue Benso; Vice President, and Corresponding Secretary
- Mary Alford; Recording Secretary
- John Unruh; Treasurer
- Patrice Chevalier; Board Member at Large and AKC Events Chair
- Kayce Healy; Board Member at Large
- Molly O'Connell; Board Member at Large

This group has come together with great energy and enthusiasm and an eye on our future. As President one of my major goals is to focus more on our membership. We need to present opportunities to our members that allow them to have a more active role as club members. In this light, we have introduced a new Face Book page for our members, and we are working currently on improvements to our website to make, and keep it updated.

We have also introduced two new programs focused on membership retention and recruitment. We started a program called "Membership Outreach" as a way of constantly having more face time with our membership one-on-one. We invite a few members to join us at our monthly meeting and buy their dinner. This gives us an opportunity to rekindle friendships and provide these members with a firsthand opportunity to observe a meeting and learn what is going on within the club. Stand by as you may get the next invitation.

The second program is called "Head Start". We have 13 excellent breeders as club members currently. We are asking these breeders to participate, on a voluntary basis, in "Head Start" in the following way. When our breeders place puppies in Colorado, Wyoming and New Mexico we ask each breeder to enter their new puppy owners in a one year introductory membership. The breeder pays \$10.00 for each. The new puppy owners, as members, have access to all social media, updates and a place to ask questions. They also have access to all events and functions. In addition, we have created the position of "Head Start Liaison". The Liaison will reach out to these members, on a regular basis, to help guide them as they grow with us. We currently have 114 total club members and 13 of them are in the "Head Start" program. So far three of our breeders are signed up for the program.

These programs and events don't run themselves, as you know, and we have several members contributing behind the scenes to make these a success. I would like to thank the following members for their effort and dedication to this club, Jackie Tucke, Beth Sorenson, Lou Tucker, JD Johnson, Mary Plank, Nancy Burton, Richard Rongve and Glenn Amorosia.

These are just a couple of programs we think will make our club succeed as we grow forward. I am intending to publish this letter on a periodic basis, so I want to focus on just a few topics at a time. I am hoping to keep the length to about one page.

Sincerely

Robert Bergman, GDSCWTC President